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March 24, 2009

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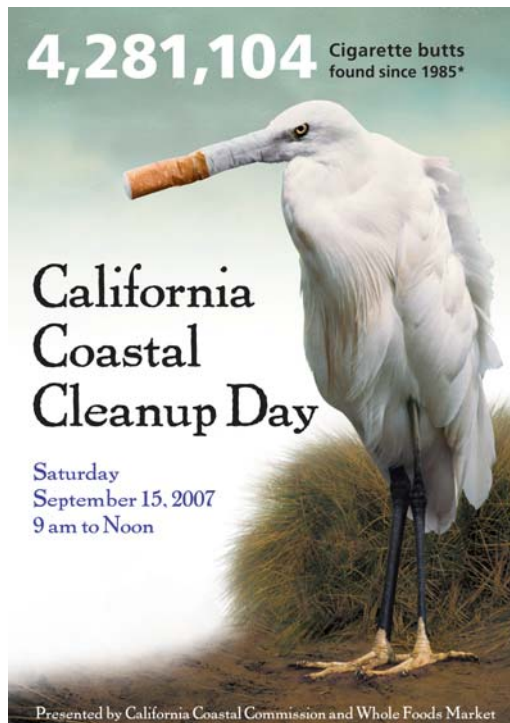
Subject: Annual Report on Public Education Activities

The California Coastal Act directs the California Coastal Commission to “carry out a public education program that includes outreach efforts to schools, youth organizations, and the general public for the purpose of promoting understanding of, fostering a sense of individual responsibility for, and encouraging public initiatives and participation in programs for, the conservation and wise use of coastal and ocean resources.” (Public Resources Code, Section 30012(b)(1)).

Section 30012(3) of the Public Resources Code states that “the Commission shall submit to each house of the legislature an annual report describing the progress it is making in carrying out this section.” The purpose of the enclosed report is to fulfill this requirement. The report covers the calendar year 2008.

The California Coastal Commission's Public Education Program

2008 Annual Report



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**The California Coastal Commission's
Public Education Program
2008 Annual Report**

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The California Coastal Commission's

Public Education Program

2008

Introduction

The California Coastal Commission is dedicated to protecting, restoring and enhancing California's coastal and marine resources. Acting under State and Federal law, the Commission regulates land development; participates in a land use-planning program with coastal cities, counties, and ports; promotes public access to the shoreline; and carries out a public education program.

Education is an important feature of an effective Coastal Program. In the California Coastal Act, the California Legislature declared "an educated and informed citizenry is essential to the well-being of a participatory democracy and is necessary to protect California's finite natural resources, including the quality of its environment" (Section 30012 (a)). In addition, individual behaviors, when considered cumulatively, have a tremendous effect on the coast. The impact can be either positive, as with a beach cleanup, or negative, as with dumping motor oil down a storm drain. Public education can help tip the scales so that individual actions have an overall positive impact on the coast.

The Coastal Act directs the Coastal Commission to

"carry out a public education program that includes outreach efforts to schools, youth organizations, and the general public for the purpose of promoting understanding of, fostering a sense of individual responsibility for, and encouraging public initiatives and participation in programs for, the conservation and wise use of coastal and ocean resources" (Pub.Res.Code, Section 30012(b)(1)).

The Commission's Public Education Program is dedicated to educating citizens of all ages, ethnicities, and income levels, whether they live along the coast or inland, about the need to preserve and protect our coastal resources. We involve the general public, schools, civic groups, and businesses in educational programs that promote responsible stewardship of California's coast and ocean. Our approach is through collaboration – we work with a variety of government agencies, non-profit organizations and businesses to achieve common goals. See attachment A for a list of partner organizations.

The Commission provides educational resources, grants and technical support to local programs and teachers to cultivate public education efforts on marine debris, ocean

pollution, habitat restoration and other marine and coastal topics. The Commission emphasizes “experiential learning” – and provides opportunities for both school children and the public at large to experience the coast and ocean first hand. In 2008, we involved more than 187,000 people in coastal protection through public education programs and events, including sending 33,497 students on field trips to the coast.

The main funding source for our education programs is the Whale Tail License Plate. In addition, corporate contributions support the Coastal Cleanup Day Program through our partner, the California State Parks Foundation.

This report briefly describes the activities of the Commission’s Public Education Program for the calendar year 2008.

Coastal Cleanup Day

Following the lead of the state of Oregon, California organized its first Coastal Cleanup Day in 1985. Since then, the idea for the event has spread throughout the nation and internationally. California is now part of the International Coastal Cleanup, organized by the Ocean Conservancy (formerly the Center for Marine Conservation), with participation by 45 states and over 70 countries.

In 1993, the Guinness Book of World Records recognized California Coastal Cleanup Day as the world's largest beach cleanup. The event continues to be the Commission's premier event, and 2008 proved to be another record-breaking year. On September 20, 2008, 73,461 volunteers turned out for the Commission's 24th Annual Cleanup, representing a 20 percent jump over the previous record for volunteer turnout (2007) and a 44 percent jump in participation over the previous two years. Those volunteers removed 1,658,819 pounds of debris, the first time the Cleanup Program has ever topped the 1-million-pound mark. Additionally, Cleanup volunteers worked in over 750 sites spread through 48 counties, marking the widest geographic reach in the Cleanup's history. Of enormous assistance in this record-breaking event was a continuing partnership with Whole Foods Market. As the Cleanup's Presenting Sponsor, Whole Foods Market donated five percent of the profits generated on September 25th, 2008 from all 24 of its Northern California stores to the Cleanup effort. In addition, all of the stores advertised the Cleanup throughout the summer, greatly enhancing turnout by motivating its customer base to participate.

The event is coordinated by a huge network of volunteers who recruit participants and organize events on the ground. The Coastal Commission recruits the county and regional coordinators, provides publicity materials, cleanup supplies, and statewide organization, and manages the statewide marketing program for the event. The California State Parks Foundation serves as fiscal agent for the event, which is largely funded through corporate contributions.

Event Messages Reach Millions. In addition to educating participants, the event messages reach a large and diverse audience through extensive television, radio, and newspaper coverage. Millions of television viewers are impacted by the image of the thousands of volunteers spending the day cleaning the beaches, and by interviews with event organizers who help drive the pollution prevention message home. This also holds true for newspaper readers and radio listeners. The event was covered in over 400 newspaper articles in over 40 newspapers and magazines. More than 20 radio stations throughout the state ran public service announcements, had on-the-beach coverage, and/or carried live interviews with coordinators, and many more television stations carried the broadcast PSA we had created to go along with the "Non-Native Species" campaign theme.

Cleaning Coastal Watersheds. In recent years, the Commission has expanded its efforts to recruit participants from inland areas to clean creeks, rivers and lakes. Most of these waterways form part of a coastal watershed. These volunteers help to illustrate one of the event's messages – that we are connected to the coast and ocean by our rivers, streams and storm drains, and that the solution to ocean pollution is in preventing or reducing pollution where it begins, rather than trying to clean it up where it eventually comes to rest. In 2008, approximately 22,638 volunteers cleaned inland rivers and waterways. To date, the Commission has recruited coordinators in 48 of California's 58 counties. In addition to each of the 15 coastal counties, those areas participating in Coastal Cleanup Day include: Alameda, Alpine, Amador, Butte, Calaveras, Contra Costa, El Dorado, Fresno, Imperial, Inyo, Kern, Kings, Lake, Madera, Mariposa, Merced, Modoc, Mono, Napa, Nevada, Placer, Riverside, Sacramento, San Bernardino, San Joaquin, Santa Clara, Shasta, Siskiyou, Solano, Tehama, Trinity, Yolo, and Yuba counties.

Mini-grants for Coastal Cleanup Day Coordinators. In 2008, through our Coastal Cleanup Day partner the California State Parks Foundation, the Commission awarded grants ranging from \$230 to \$5,000 to 28 of its partner organizations (see Attachment A), to cover event expenses ranging from advertising to trash disposal fees.

Adopt-A-Beach Program

The Adopt-A-Beach Program offers groups a way to help take care of a favorite stretch of the coast. Volunteers pledge to clean their beach three times over the course of one year. School groups can fulfill the obligation with one cleanup. Over the past 20 years, tens of thousands of California schools, civic groups, businesses, scout troops, families and friends have adopted beaches throughout California.

The Commission coordinates about 50 local Adopt-a-Beach Managers (see Attachment A) who run the program locally, meeting the group on the beach for a safety talk, arranging for trash pickup, and sometimes doing supplemental educational programs. The Commission provides Beach Managers with garbage and recycling bags, and latex gloves. In addition, the Commission maintains a small video and slide show loan library (free of charge) as well as curriculum, posters, compendium and other materials that are available to teachers and others to help teach Adopt-A-Beach groups about the importance of keeping our water clean.

The Adopt-A-Beach program launched an on-line recognition program to provide some extra credit for the groups of volunteers adopting our beaches, and some added incentive for new adopters. Our website currently lists over 100 adopting groups for 2008. We also formed an Adopt-A-Beach Advisory Committee, made up of some of the more active local Beach Managers. With the help of this group, we are in the process of revising all training and outreach materials and developing new pieces in order to bring

more people into the program. This year over 30,000 volunteers participated in Adopt-A-Beach and cleaned up over 125,000 pounds of debris.

Coastweeks

Coastweeks is a national celebration of our coastal resources. As the California coordinator for Coastweeks, the Commission maintains an on-line calendar and publicizes Coastweeks events. For three weeks (kicked off by Coastal Cleanup Day on the third Saturday in September) the public is encouraged to take part in activities that celebrate our coast and water resources, such as volunteer restoration days, beach hikes, ocean festivals, and scientific lectures. In 2008, the calendar listed more than 180 events taking place throughout the state.

Whale Tail License Plate

The Whale Tail License Plate is a mechanism through which the public can contribute funds to protect and conserve California's coast and ocean. Prior to 1998, the Coastal Commission's Public Education Program was supported financially by unpredictable sources, e.g. one-time grants, corporate contributions, in-kind donations, and federal funds. In 1994, in response to the Commission's request for permanent funding for its public education programs, the Legislature passed and the Governor signed SB1411, to establish a special coastal environmental license plate to support the Commission's Adopt-A-Beach Program, Coastal Cleanup Day, and coastal and marine education. After DMV administrative fees are deducted, funds from Whale Tail License Plate sales and renewals go to the California Beach and Coastal Enhancement Account (CBCEA), and the Environmental License Plate Fund (ELPF).

As of February 2009, almost 180,000 California drivers had purchased the Whale Tail plate, and sales and renewal fees had raised over \$45.8 million for environmental programs - \$13.8 million to the CBCEA and over \$32 million to the ELPF. Each year, the legislature appropriates funds from the CBCEA to the Coastal Commission to carry out Coastal Cleanup Day, Adopt-A-Beach, and other coastal and marine education programs, including grants to nonprofits and local agencies (see Whale Tail Grants, below). Whale Tail funds remaining in the CBCEA after the Coastal Commission's appropriation can be allocated to the State Coastal Conservancy. In 2004, the legislature amended Vehicle Code Section 5067, to clarify how this allocation works.¹

¹ The code was amended, effective August 16, 2004, to state that the money in the CBCEA is to be allocated as follows:

- (a) **"First**, to the California Coastal Commission for expenditure for the Adopt-A-Beach Program, the Beach Cleanup Day Program, coastal public education programs, and grants to local governments and nonprofit organizations for the costs of operating and maintaining public beaches related to these programs.
- (b) **Second, from funds remaining after the allocation required under subparagraph (A)**, ** to the State Coastal Conservancy for coastal natural resource restoration and enhancement projects and for other

Funds from Whale Tail Plate sales deposited in the ELPF can be used for a broad range of environmental purposes.²

The Whale Tail Plate is one of the most popular specialty license plates that the DMV offers. Marketing helps spread the word that the plate is available, how to buy it, and what the money will be used for. In 2008, we continued our campaign with the Hive Advertising Agency. The campaign was mainly internet-based and targeted a demographic that could be described as “ocean lovers”. In addition to banner ads on regional websites such as SFGate, we purchased bus shelter ads, and distributed posters.

Whale Tail Grants

Whale Tail Grants support programs that teach California’s children and the general public to value and take action to improve the health of the state’s marine and coastal environments. The program distributes funds from sales of the Whale Tail License Plate and focuses on reaching communities that are poorly served in terms of marine and coastal education. Funding is provided in the following three categories: 1) Adopt-A-Beach programs; 2) Youth programs; 3) Programs for the general public. Applicants must be either a non-profit organization or a government entity.

The need for Whale Tail Grants continues to far exceed the available funds. In Fiscal Year 2007/2008, for its competitive grants program, the Commission received 88 grant applications for a total of \$1,981,202 and awarded 23 grants totaling \$364,190 (26% of the proposals received funds). In addition, the Commission awarded eight targeted grants, which totaled \$346,810. To date, the program has awarded \$5.5 million in grants to various organizations. (See Attachment B – a table showing all grants awarded to date).

Boating Clean and Green Campaign

The Coastal Commission’s Boating Clean and Green Campaign promotes environmentally sound boating. The program began in 1997. In April 2006, the

projects consistent with the provisions of Division 21 (commencing with Section 31000) of the Public Resources Code.”

The amendment added the phrases in *italics*, above, and at the point indicated ** deleted the phrase “Any funds remaining in the CBCEA at the end of a fiscal year shall be allocated by the Controller, after appropriation by the Legislature,”

² A January 2005 report by the Legislative Analysts Office recommended that the Legislature consider specifying conditions on how Whale Tail License Plate funds deposited in the ELPF (that are not part of the CBCEA) are used. The report suggests that using a portion for coastal mitigation related activities would be consistent with the eligible uses of ELPF funds.

Department of Boating and Waterways (DBW) assumed a lead role in the Campaign. DBW and the Commission are now working in partnership to implement the program.

In 2008, the Campaign continued the public education tasks that are the mainstays of the Campaign – Dockwalkers, boater kits, the California Clean Boating Network (CCBN) and the quarterly Changing Tide newsletter. The Campaign staff planned and produced 5,000 boater kits that were distributed in the 2008 boating season. Boater kits contain educational material and promotional items that promote clean and safe boating practices such as a free oil absorbent pillow. The boater kits were distributed at boat shows, boating events and through volunteer Dockwalkers (volunteers trained by the Campaign to conduct face-to-face boater education). In 2008, Program staff participated in more than ten boat shows and boating events throughout the state and conducted seven Dockwalker trainings where 160 new volunteers were trained. More than 80,000 kits have been developed and distributed statewide in the past years. To date, the program has trained over 500 Dockwalkers throughout the state.

The Campaign also developed a new publication in 2008 entitled “Environmental Boating Laws Every recreational Boater Should Know.” This free brochure contains information on Environmental Boating Laws for fuel and oil, sewage, dispersants, hazardous waste, plastic and marine debris every recreational boater should know to ensure that clean boating is part of their experience enjoying California waterways. Fifteen thousand copies will be distributed in 2009.

The Campaign continued developing the northern California insert of the “Changing Tide” newsletter. The Changing Tide is the quarterly joint publication of the three chapters of the CCBN (California Clean Boating Network – a forum of members of boating and environmental communities that work together to increase the quality and quantity of clean boating education in California). In 2008, three issues were developed and distributed (10,000 copies each). The newsletter focuses on new trends in clean boating practices and environmental services for boaters. Each issue showcases a different boating destination. The Campaign also facilitates the quarterly meetings of two of the three chapters of the CCBN.

The Campaign continued providing technical assistance to marinas and local governments in identifying the need for and in installing pollution prevention services for boaters. The Campaign also updated the GIS-based state-wide marina map, tracked the status of environmental services at marinas and other locations and maintained and updated boater resources such as the Campaign website, the earth911 website, and the 1-800 CLEANUP hotline.

Recognizing a need to improve fishing line collection and recycling, the Campaign started a partnership with the Boat U.S Foundation to set up free monofilament fishing line recycling stations in areas with the highest recreational fishing activity throughout the California coast. Forty-two stations were set up in 2008.

In order to prevent the spread of invasive species in our California waterways, the Campaign in partnership with the California Department of Fish and Game, U.S. Fish and Wildlife Service, the University of California Cooperative Extension – Sea Grant Extension Program conducted three workshops in 2008 in Stockton, Redding and Eureka. During the workshop, participants learn how to: Protect the quality of recreation and aquatic ecosystems; Identify aquatic invasive species; understand their economic costs and operational impacts; inspect watercrafts and fishing gear to prevent the spread of invasive species in California waterways. More than 130 people participated in these workshops. Future workshop will be conducted in Lake Sonoma, Davis, Monterey, Santa Barbara and San Diego.

The Campaign established a partnership with Contra Costa County in 2007, to assist the County in implementing the second phase of its marinas and boating program: the 'Keep the Delta Clean Program'. Due to the shared technical and environmental goals encompassed within the Delta program and the Campaign, this partnership will enhance both programs. The second phase of this program includes the direct installation of needed pollution prevention services at key marinas in the Delta region, in addition to a strong boater education program. The Delta program is funded by a grant from the State Water Resources Control Board (Proposition 40).

In 2008, the Boating Program began a two-year partnership with the Santa Monica Bay Restoration Foundation. One of the main components of this project will be to install pollution prevention services at marinas in southern California, including two oil absorbent exchange centers in Long Beach – at the Alamitos Bay Marina fuel dock and the Shoreline fuel dock. The program will also improve the existing City of Los Angeles oil absorbent collection centers at the San Pedro and Wilmington marinas.

Children's Coastal Art & Poetry Contest

The Coastal Art & Poetry Contest is open annually to California students in kindergarten through 12th grade. The contest invites students to submit poetry or art with a coastal or marine theme. By encouraging youth to reflect on the beauty and spirit of California's beaches and ocean, we hope to inspire a greater sense of stewardship for these natural places.

In 2007, four winners in art and four in poetry were selected in several grade categories, and 33 honorable mentions were identified. The contest received 1,636 entries from students from throughout California. Winners and honorable mentions were displayed at the Moorpark Art Festival, the Coyote Point Museum in San Mateo, the Muth Interpretive Center in Newport Beach, and the Cabrillo Marine Aquarium in San Pedro. Some of the children's artwork is currently on display at CCC's main office and several district offices.

Ocean Day Kids' Cleanup and School Assembly Program

Since 1993, the Coastal Commission has worked with the Malibu Foundation for Environmental Education and other partners to conduct the Ocean Day Kids' Cleanup and School Assembly Program. The assembly shows students the way to cleaner beaches and oceans. By presenting slides and talking about recycling, buying recycled products, the dangers of plastic and debris in the world's oceans litter reduction and the storm drain system, the assembly motivates children to care for the marine environment. The children are then shown ways to help the environment – by doing a beach cleanup. The program focuses on underserved schools, and provides grants to assist the schools with the costs of the beach trip.

In 2008, Kids' Cleanups were held on June 6th, coinciding with World Ocean Day on June 8th. Over 7,000 students cleaned seven sites: Oceanside City Beach in San Diego County (817), Bolsa Chica State Beach in Orange County (511), Dockweiler State Beach in Los Angeles County (3,610), Ocean Beach in San Francisco (1,165), Cayucos State Beach in San Luis Obispo County and Municipal Beach in Monterey (350 students from the Central Valley), and Humboldt Bay (786). After cleaning the beach at each site, the students formed giant images and messages in the sand that were photographed from the air; some locations spelled out "KIDS CARE!" with images of different sea animals, and some spelled out "KIDS IN ACTION" with images of children holding up the Earth.

Coastal Commission Photography Contest

In 2008, the Commission celebrated the tenth anniversary of the annual amateur coastal photography contest. A panel of judges selected three prize-winning photographs from nearly 450 entries. The winning photographs, along with 14 honorable mentions, are featured on the Coastal Commission's website.

Marine, Coastal and Watershed Resource Directory

The Marine, Coastal and Watershed Resource Directory has been on-line since December 2001. This free directory contains detailed information on organizations that address the California coast and its watersheds. Included in each entry is the mission statement of the organization; contact information; a link to the organization's website; and descriptions of educational materials, programs, internships and volunteer opportunities offered. The target audience of the Resource Directory includes formal and informal educators, students and the general public. Providing the directory as an on-line resource allows for greater accessibility for the public and makes regular updates possible. In addition to being a valuable resource for California residents, the directory serves as an effective way for the Commission to perform outreach to the participating organizations. The Directory contains approximately 400 organizations.

Waves, Wetlands and Watersheds

In 2008, outreach and distribution continued for *Waves, Wetlands, and Watersheds*, the Commission's science activity guide for California teachers. This guide addresses such issues as marine debris, beach geology, water quality and conservation, endangered species, and wetlands protection. It presents lessons aligned to the California State Science Content Standards for grades three through eight and includes a "community action" chapter with activities that encourage students to take action to protect and preserve our coast. The connection between inland areas and the ocean is emphasized throughout, so the lessons are relevant for students living in all regions of California.

Between February 2003 and December 2008, the Commission distributed approximately 13,700 hard copies of *Waves, Wetlands, and Watersheds* (including 5,000 copies produced by the City of Los Angeles in 2004 for local distribution). The book can also be downloaded from the Commission's website, and Spanish translations of the student handouts are available. During 2008, the Commission held ten *Waves* workshops, directly reaching 186 educators

Community-Based Restoration and Education

The purpose of the Community-Based Restoration and Education Project (CBREP) is to facilitate community-driven coastal habitat restoration in California. The program began in 2001 with in Upper Newport Bay. The project serves the vital purpose of restoring critical species habitat of the Upper Newport Bay through the work of community volunteers. Working at the Back Bay Science Center on Shellmaker Island, the Upper Newport Bay CBREP has an on-site native plant nursery that provides plants for volunteer restoration efforts. In 2007, volunteers at the native plant nursery propagated over 5,500 native plants.

The Project sponsors a monthly volunteer restoration event, as well as weekly "Steward" gatherings to work in the nursery on plant propagation and other projects. To date, over 8,500 volunteers have removed over 48 tons of invasive vegetation, grown and planted more than 12,000 native plants, and restored nearly 211 acres of coastal habitat. The Commission implements the Project in conjunction with the Tides Center, and works closely with the land managers at Upper Newport Bay – the Department of Fish and Game, Orange County, and the City of Newport Beach, as well as with the Newport Bay Naturalists and Friends, a non-profit volunteer group.

In 2008, we held three workshops – in Orange County, San Diego, and Monterey, to launch our new guide to community-based coastal habitat restoration programs, called *Digging In*. The guide was published in 2007, and helps organizations develop or improve programs that involve the public in habitat restoration. Additional workshops will be held in 2009.

Partnerships with other southern California organizations further demonstrated that CBREP has become a resource for community habitat restoration. These included an advisory role on the creation and development of a native plant nursery at the Orange Coast River Park, a partnership with the County of Orange to offer restoration and education programs to a local high school, and a relationship with the Society for Conservation Biology (Orange County Chapter) to help university students increase their knowledge of ecological restoration.

Promoting Coastal Stewardship

The Coastal Stewardship Pledge continued as an ongoing project in 2008, to provide a way for Californians of all ages to commit to protecting our coast and ocean. In order to participate, a member of the public accesses the Coastal Stewardship page on the Commission's website and chooses from a wide-ranging list of suggestions on how to protect the coast. He or she then pledges to follow through and complete the chosen actions, at which time the participant becomes a "Coastal Steward" and is rewarded with a certificate and a Coastal Steward tote bag to help with the "paper or plastic" dilemma. The Public Education Program periodically emails this group with additional stewardship tips and announcements of upcoming programs and events. The Coastal Stewards Partners program engages other coastal and marine organizations to publicize the pledge. A non-internet version of the program is also available, as well as a version specifically for classrooms, which includes teacher background information.

The Commission is a regional partner with the Monterey Bay Aquarium in its Seafood Watch Campaign. In 2008 the Commission distributed over 20,000 Seafood Watch pocket guides, which are a convenient reference for making sustainable seafood choices. The guide is available in both Spanish and English.

Beach Wheelchairs

The Commission's beach wheelchair program aims to ensure that these chairs, which have wide, balloon tires that are able to move across soft sand, are widely available. To this end, the Commission has awarded a total of \$76,000 to a variety of jurisdictions up and down the coast for the purchase of beach wheelchairs. By our count there are now 89 different California beaches that have chairs, and the Commission has provided funding for 40% of those. The Commission also maintains a webpage that includes a map showing the location of beaches with wheelchairs available for use by the public.

Marine Debris Policy and Statewide Coordination

Research conducted by the Algalita Marine Research Foundation (AMRF) has demonstrated that plastics are present on beaches and in coastal and in ocean waters in alarming quantities. In a 2000 study, AMRF found that degraded plastic pieces outweigh surface zooplankton in the central North Pacific by a factor of six to one (six

pounds of plastic for every pound of zooplankton). In 2002, another AMRF study showed the average mass of plastic was two and a half times that of plankton on the surface of the coastal waters near Long Beach, California. These findings prompted the Coastal Commission to team with AMRF to conduct a project designed to assess and reduce sources of plastic in urban runoff and coastal waters. The project was funded by the State Water Resources Control Board and ended in April 2006.

In 2006, the project completed and distributed its statewide plan: “Eliminating Land-based Discharges of Marine Debris in California: A Plan of Action from the Plastic Debris Project.” The Plan of Action resulted in the formation of an Anti-Litter Task Force at the state level, and a resolution on the prevention of marine debris, passed by the California Ocean Protection Council in February, 2007. The resolution, based largely on a prioritization of the Plan of Action’s recommendations, called for the formation of a Steering Committee to develop an implementation plan for the various actions contained within the Resolution. Coastal Commission staff was assigned to serve as Chair of the Steering Committee. In 2008, the Steering Committee completed the Implementation Strategy, which was approved by the Ocean Protection Council in November 2008. The Steering Committee is continuing to meet to enact the Implementation Strategy.

Partnerships and Coordination

Partnerships are essential to the work that we do. They enable us to leverage our resources and expand the impact of our programs. Some of our partnerships are mentioned in the descriptions of the various programs above; all are listed in Appendix A. In addition, we coordinate with other agencies conducting environmental education programs by participating in the California Environmental Education Interagency Network (CEEIN). CEEIN is a state government consortium of environmental educators representing departments, boards and commissions of the California Department of Education, California Environmental Protection Agency, and the Resources Agency of California. We also participate in the Sanctuary Education Panel for the Monterey Bay National Marine Sanctuary, and serve on the board of Keep California Beautiful.

In 2008, the Public Education Program staff was invited to serve on two Action Coordination Teams for the Western Governor’s Agreement on Ocean Health – the Marine Debris Team and the Ocean Awareness and Literacy Team. The staff chairs these teams and is working with representatives from the states of Washington, Oregon, the federal government, and other organizations to develop work plans for regional approaches to addressing shared interests on these topics.

Outreach

The Public Education Program uses a variety of techniques to conduct outreach for its programs. Some methods are specific to the programs, and are discussed above. We

maintain mailing lists of interested parties and organizations, which help us to spread the word about our programs. We also rely on press releases and media contacts to help us inform the public about opportunities for involvement.

Another important outreach technique is the coastforyou.org website, which describes our programs and how to get involved. This year we added a new page of kindergarten-level classroom activities to assist teachers in addressing global warming and water supply issues with their students. Finally, we attend a number of environmental fairs and events throughout the year, where we staff a booth. In 2008, we attended 12 fairs, which put us in contact with 6,450 people.

Coastal Commission Public Education Program Partner Organizations

Note: If you are aware of an omission or correction, please contact us.

Coastal Cleanup Day

Current Local Coordinators:

CalTrans Adopt-A-Highway Program
California State Parks (Statewide, Monterey and Merced counties)
City of Berkeley
City of Fremont
Port of Oakland Estuary
City of Oakland
Shorebird Nature Center (Alameda)
City of Pleasanton
East Bay Regional Park District
City of Antioch
City of Concord
Del Norte Unified School District
Clean Tahoe Program (El Dorado)
San Joaquin River Parkway & Conservation Trust, Inc.
Northcoast Environmental Center (Humboldt)
South Yuba River Citizens League (Nevada)
Sierra Nevada Adventure Co. (Alpine)
Literacy for Environmental Justice (San Francisco)
Golden Gate National Parks Conservancy
Putah Creek Council
Yolo County Public Works
San Joaquin County Public Works
Save Our Shores
San Diego Coastkeeper
Central Modoc River Center
Mendocino Land Trust
San Diegans for the Salton Sea
Friends of the Inyo
Environmental Health Institute (Kings)
Cub Scout Pack 154 (Tehama)
Coastwalk

Heal the Bay (Los Angeles County)
El Dorado Nature Center (Long Beach)
Bay Model Visitor Center (Marin County)
City of Vacaville
Shasta Roots & Shoots
League to Save Lake Tahoe
Orange Cty, Dpt. of Harbors, Beaches & Parks
Trails 4 All
American River Parkway Foundation
I Love A Clean San Diego
Santa Barbara County, Dept. of Public Works
Creek Connection Action Group
City of Milpitas
Orleans Ranger District (Siskiyou)
Lake County Office of Economic Development
Butte Environmental Council
Yuba County Dept. of Environmental Health
Ventura County Coalition for Coastal & Inland Waterways
Millerton Lake State Rec. Area (Fresno)
Big Bear Marina (San Bernardino)
San Mateo Countywide Pollution Prevention Program
ECOSLO
American River Conservancy
Calaveras Big Trees State Park
Rivertree Volunteers, Inc
Bridgeport Elementary School
Benicia Water Education Program
Monterey Bay National Marine Sanctuary
FoCus (Calaveras)
Napa County RCD
Contra Costa County Board of Supervisors
Yosemite Climbing Association

Other Coastal Cleanup Day Partners:

California State Parks Foundation
Channel Islands National Marine Sanctuary
NOAA's Gulf of the Farallones National Marine Sanctuary
Keep California Beautiful
Whole Foods Market
Crystal Geyser Spring Water

Ocean Conservancy
Cordell Banks National Marine Sanctuary
Monterey Bay National Marine Sanctuary
Marine Mammal Center
Goodby, Silverstein & Partners
Axion Design
Oracle

Whale Tail License Plate

Department of Motor Vehicles
California Automobile Association
3M Corporation

State Coastal Conservancy
California Tahoe Conservancy

Adopt-A-Beach

California State Parks
Channel Islands Beach Community Service District
City of Berkeley Shorebird Nature Center
City of Huntington Beach
City of San Leandro
City of San Mateo
City of Santa Barbara, Creeks Division
City of Ventura
Clean Water Now! Coalition (Orange)
Coastwalk (Sonoma)
County of San Mateo Parks
Crystal Cove State Park (Orange)
East Bay Regional Park District
El Dorado Nature Center (Los Angeles)
Heal the Bay (Los Angeles)
I Love A Clean San Diego

La Conchita Community (Ventura)
Marin County Parks and Open Space
Mavericks Surf Ventures (San Mateo)
National Park Service
Northcoast Environmental Center (Humboldt and Del Norte)
Oosurf.com (Orange)
Pacifica Beach Coalition
Point Reyes National Seashore
Rancho Guadalupe Dunes Preserve
Santa Barbara County Parks Department
Santa Cruz County Parks
Save Our Beach (Orange)
Save Our Shores (Santa Cruz)
Sonoma County Regional Parks
Surfrider Foundation (San Francisco)
Vandenberg Air Force Base
Ventura County Parks

Boating Clean and Green Campaign

CA Department of Boating and Waterways
CA Integrated Waste Management Board
Contra Costa County Public Works
Santa Monica Bay Restoration Foundation
SF Bay Conservation and Development Commission
Northern CA Marine Association
Southern CA Marine Association
Pacific States Oil Spill Prevention Education Team
Marine Recreation Association
Pacific Inter Yacht Club Association
San Joaquin County Department of Public Works

The US Power Squadrons
The State Water Resources Control Board
The Boat US Foundation
SF Estuary Project
The US Coast Guard Marine Safety Offices
The US Coast Guard Auxiliary
Recreational Boaters of California
CA Port Captains and Harbormasters Association
CA Department of Fish and Game - OSPR
Monterey Bay National Marine Sanctuary
Marinas and harbors (approximately 20)
Seabird Colony Protection Program (National Marine Sanctuaries-Gulf of the Farallones)

Kids' Adopt-A-Beach School Assemblies and Ocean Day Cleanup

Malibu Foundation
I Love A Clean San Diego
Headlands Institute
Orange County Coastkeeper
U. S. Coast Guard
International Humanities Center

L.A. Conservation Corps
Golden Gate National Recreation Area
Chaffee Zoo, Fresno
Friends of the Dunes
Morro Bay National Estuary Program

Restoration Education

The Tides Center

Orange County Parks
City of Newport Beach
Ocean Institute
Newport Bay Naturalists & Friends
Earth Resource Foundation
O.C.Coastkeeper
U.C. Irvine
Society for Conservation Biology, Orange
County Chapter

California Department of Fish and Game

U.C. Master Gardeners Program
Bolsa Chica Conservancy
Bolsa Chica Land Trust
Orange Coast River Park
Huntington Beach Wetlands Conservancy
Cabrillo Marine Aquarium
Sea and Sage Audobon Society

Coastal Stewardship

Monterey Bay Aquarium
Benicia Water Education
El Dorado Nature Center

Shorebird Nature Center
I Love A Clean San Diego
San Joaquin County Public Works

Marine Debris Policy and Statewide Coordination

Ocean Protection Council
California Integrated Waste Management
Board
Department of Conservation
Department of Toxic Substances Control
California State Parks

State Water Board
State Coastal Conservancy
California Department of Environmental
Protection
Caltrans
Keep California Beautiful

In addition, the Coastal Commission participates in the California Environmental Education Interagency Network (CEEIN), a state government consortium of environmental educators representing departments, boards and commissions of the California Department of Education, California Environmental Protection Agency, and the Resources Agency of California.

Grants Approved *to Date*
From Sales of Whale Tail License Plate

Fiscal Year	Targeted Grants	Competitive Grants: Whale Tail Grants for Coastal Education	Competitive Grants: Adopt-A-Beach Grants
1998/1999 \$130,000 Total Funds avail. for targeted grants: \$87,000 Funds avail. for competitive grants: \$43,000 Requests received: 88 totaling \$578,441	California State Parks Foundation for Coastal Cleanup Day mini-grant program \$11,500 Malibu Foundation and I Love a Clean San Diego for Adopt-A-Beach School Assembly Program and Earth Day Kids' Cleanup Program in LA, SF and San Diego \$28,000 Foundation of CA State Monterey Bay for start-up funds for S.E.A. Lab, Monterey Bay \$25,000 Los Angeles County to purchase nine beach wheelchairs \$22,500	Cal. State Parks and Recreation Ventura Junior Lifeguards for the Channel Islands Coastal Experience Camp for "At Risk" Youth \$6,238 Slide Ranch for the Kid's Ecology Learning Project (KELP), Muir Beach, Marin County \$10,000 Palisades Charter High School for its Marine Education and Advocacy Program, Los Angeles \$2,417 Surfrider Foundation, Santa Cruz Chapter for its Education Outreach Expansion Program \$4,345	Yosemite National Institutes for its Adopt- A-Beach Program in the Marin Headlands \$6,670 Northcoast Environmental Center for its Adopt-A-Beach Outreach and Enrollment in Humboldt County \$6,650 Heal the Bay for its Adopt-A-Beach Program in Los Angeles County \$6,680

Fiscal Year	Targeted Grants	Competitive Grants: Whale Tail Grants for Coastal Education	Competitive Grants: Adopt-A-Beach Grants
1999/2000 \$130,000 Total Funds avail. for targeted grants: \$84,500 Funds avail. for competitive grants: \$45,500 Requests received: 55 totaling \$366,304	Foundation of California State Monterey Bay for S.E.A. Lab, Monterey Bay \$45,000 California State Parks Foundation for Coastal Cleanup Day mini-grant program \$11,500 Adopt-A-Beach School Assembly Program and Earth Day Kids' Cleanup Program \$28,000	Ventura Junior Lifeguards for the Channel Islands Coastal Experience Camp \$9,993 Chaffee Zoological Gardens , Fresno for the Wild Connections Lab, Oceans Component \$7,230 San Mateo Office of Outdoor Education for Ocean Odyssey \$7,842 Solana Recyclers , Encinitas for the Student Environmental Action and Leadership Program \$5,968	Department of Parks and Recreation, San Onofre State Beach \$5,840 Heal the Bay , Los Angeles \$8,627

Fiscal Year	Targeted Grants	Competitive Grants
2000/2001	Foundation of CA State University Monterey Bay for S.E.A. Lab, Monterey Bay \$60,000	Calif. State Parks, Gaviota Sector for the Adopt-A-School Program and Educator's Workshop \$9,890
\$359,000 Total	Adopt-A-Beach School Assembly Program and Earth Day Kids' Cleanup Program \$40,000	O'Neill Sea Odyssey , Santa Cruz, for Project Discovery \$10,000
Funds avail. for targeted grants: \$187,000	New School Curriculum Project \$50,000	Orange County CoastKeeper for the Marine Ecosystem Education Program \$7,000
Funds avail. for competitive grants: \$172,000	Restoration Education Program in Newport Bay \$15,000	Farallones Marine Sanctuary Association , San Francisco for the Sanctuary Explorers Camp \$8,495
Requests received: 122 totaling \$2,582,569	California Dept. of Forestry and Fire Protection for updating the Environmental Education Compendium for Natural Communities \$10,000	Mayo Elementary School , Compton for community environmental awareness and ocean conservation education \$5,655
	Monterey Bay Sanctuary Foundation for Citizen Watershed Monitoring Network \$10,000	Sunnyside High School , Fresno for beach and ocean education \$6,220
	California Environmental Education Interagency Network for the Environmentality Project \$2,000	Calif. State Parks, Doheny State Beach Lifeguards for the Youth Awareness Program \$25,200
		Glendale Public Library for "A Whale of a Tale" \$9,300
		Upper Sacramento River Exchange , Dunsmuir for a "Headwaters to Sea" public exhibit \$9,000
		Chula Vista Nature Center for interpretive elements at bay/wetland exhibit \$6,000
		University of Southern California Sea Grant Program for the Parent Child Education Program \$21,870
		Guadalupe-Nipomo Dunes Center for youth and seniors exchanging cultural and natural history \$13,380
		Creative Environmental Conservation for Return of the Natives at Moss Landing Dunes State Beach \$10,000
		Heal the Bay for its Adopt-A-Beach Program in Los Angeles County \$15,000
		Northcoast Environmental Center for the Marine Debris Education Project in Humboldt County \$4,990
		Ocean Song Farm and Wilderness Center , Sonoma County for watershed education field trips \$10,000

Fiscal Year	Targeted Grants	Competitive Grants
<p>2001/2002</p> <p>\$359,000 Total</p> <p>Funds avail. for targeted grants: \$150,500</p> <p>Funds avail. for competitive grants: \$208,500</p> <p>Requests received: 122 totaling \$2,347,530</p>	<p>Foundation of CA State University Monterey Bay for S.E.A. Lab, Monterey Bay \$60,000</p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$54,000</p> <p>Creative Environmental Conservation for Return of the Natives at Moss Landing Dunes State Beach \$10,000</p> <p>California Dept. of Forestry and Fire Protection for updating the Environmental Education Compendium for Natural Communities \$10,000</p> <p>California Environmental Education Interagency Network for the Environmentality Project \$2,000</p> <p>Crystal Cove Interpretive Assn. for tidepooling education video \$6,500</p> <p>"Save Our Seas" curriculum update \$8,000</p>	<p>Discovery Museum for exhibits at the Eureka City Boardwalk \$9,400</p> <p>Mattole Restoration Council for the Ecological Education Program in rural Humboldt County \$10,000</p> <p>Northcoast Environmental Center for the Marine Debris Education Project in Humboldt County \$2,520</p> <p>Ocean Song Farm and Wilderness Center, Sonoma County for watershed education field trips \$10,000</p> <p>Estuary Action Challenge for Bay-Coast Action Projects in urban schools in the San Francisco East Bay \$20,000</p> <p>New Perspectives - East Palo Alto for a watershed project featuring field trips and lessons \$10,000</p> <p>Literacy for Environmental Justice for salt marsh education and restoration at Heron's Head Park in Bayview-Hunters Point, San Francisco \$20,000</p> <p>Morro Bay National Estuary Program for education programs at the visitor center and schools in the Central Valley \$4,820</p> <p>Peoples' Self-Help Housing Corporation for coastal field trips for youth living in permanent rental housing developments \$10,000</p> <p>University of Southern California Sea Grant Program for the Parent Child Education Program \$28,155</p> <p>George Porter Middle School, San Fernando Valley, to study natural and human impacts on seashore environments \$9,950</p> <p>Los Angeles Conservation Corps for the "Eels on Wheels" mobile marine van \$23,200</p> <p>Boys and Girls Clubs of Garden Grove for the "Marine Corps" program \$10,000</p> <p>Solana Recyclers, Encinitas for the Student Environmental Action and Leadership Program \$31,455</p> <p>Calif. Dept. of Fish and Game for an early childhood education component of the Project WILD Aquatic curriculum \$9,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
<p>2002/2003</p> <p>\$509,000 Total</p> <p>Funds avail. for targeted grants: \$229,000</p> <p>Funds avail. for competitive grants: \$280,000</p> <p>Requests received: 180 totaling \$3,354,777</p>	<p>Foundation of CA State University Monterey Bay for S.E.A. Lab, Monterey Bay \$60,000</p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$85,500</p> <p>Heal the Bay Adopt-A-Beach Program \$30,000</p> <p>River of Words Coastal Art & Poetry Contest \$17,000</p> <p>California Environmental Education Interagency Network for the Environmentality Project \$4,000</p> <p>Beach Wheelchair Purchases \$9,000</p> <p>"Save Our Seas" curriculum \$23,500</p>	<p>Aquatic Adventures, San Diego, for the S.E.A. Series Program \$14,800</p> <p>I Love A Clean San Diego for the Adopt-A-Beach Program in San Diego Co. \$20,000</p> <p>Urbita Elementary School, San Bernardino, for studying the Santa Ana River, oceans, and watersheds \$8,965</p> <p>Children's Nature Institute for The Malibu Lagoon Discovery Project for Los Angeles County children and families \$9,550</p> <p>Elizabeth Learning Center, Cudahy, Los Angeles Co., for educational and service- oriented coastal field trips \$8,000</p> <p>Mountains Restoration Trust for a watershed education program at Cold Creek Canyon Preserve in the Santa Monica Mountains \$8,410</p> <p>Ralph J. Bunche Elementary School near Compton for a tide pool education program \$7,850</p> <p>Western National Parks Association for San Fernando Valley students to conduct lagoon and creekside habitat restoration in the Santa Monica Mountains \$17,100</p> <p>Ontiveros Elementary School, Santa Maria, to study "Island of the Blue Dolphins" as a springboard for learning about the ocean and its importance \$6,180</p> <p>Peoples' Self-Help Housing Corporation for coastal field trips for youth living in permanent rental housing developments \$10,000</p> <p>Santa Barbara Audubon Society for the Snowy Plover Docent Program \$20,000</p> <p>Exploring New Horizons Outdoor Schools, Santa Cruz Co. for "Mysteries of the Sea" \$5,340</p> <p>Save Our Shores for the Seal Lion Steward Marine Education Program at Moss Landing \$9,850</p> <p>Watsonville Wetlands Watch for a wetlands stewardship program for Pajaro Valley students \$12,745</p> <p>Stonehurst Elementary School, East Oakland, for a school-wide ocean-immersion program \$40,000</p> <p>Hostelling International for overnight marine science programs at coastal hostels in northern and southern California \$24,000</p> <p>Point Reyes Bird Observatory Conservation Science for a seabird awareness program \$9,975</p>

Fiscal Year	Targeted Grants	Competitive Grants
2002/2003 (continued)		Occidental Arts and Ecology Center , Sonoma Co., for the “Basins of Relations” program to train leaders to watershed groups in their own communities \$25,000 Foothill Horizons Outdoor School , Sonoma, for an interactive Tuolumne River watershed map \$1,365 Chico Creek Nature Center for a “Jammin’ Salmon” nature camp theme \$870 Ecological Preservation and Restoration Education Program (Eco-PREP) for an enrichment program for at-risk teens at Humboldt community schools \$20,000
2003/2004 \$740,000 Total Funds avail. for targeted grants: \$359,000 Funds avail. for competitive grants: \$381,000 Requests received: 161 totaling \$3,488,908	Foundation of California State University Monterey Bay for Camp SEA Lab \$60,000 Adopt-A-Beach School Assembly Program and Kids’ Cleanup Program \$84,700 Heal the Bay Adopt-A-Beach Program \$30,000 Keep California Beautiful for Marine Debris Education Campaign \$48,000 Tides Center for School-Based Marine Education Program \$88,400 Beach Wheelchair Purchases \$9,300 Coastal Watershed Council for coordinating Snapshot Day statewide \$10,100 Tides Center for the Community-Based Restoration and Education Program \$20,000	San Diego BayKeeper for the Project SWELL water education curriculum \$35,000 Sherman Heights Community Center , San Diego, for the <i>Viva Ciencia</i> Environmental Education and Beach Conservation Program \$9,900 Ocean Institute , Dana Point, for a watershed education program for Orange Co. students living 5-20 miles from the coast \$10,000 Sierra Club Foundation for Inner City Outings for Santa Ana teens \$2,080 Algalita Marine Research Foundation for the “Plastics are Forever” program for Environmental Charter High School students in Lawndale, Los Angeles Co. \$18,647 California State Parks Foundation for the field studies component of the “Coast Alive!” curriculum for southern California students \$25,000 Center for Environmental Education at Antioch University for the Peer Partners program among high school and elementary students in Los Angeles \$15,125 Concerned Resource and Environmental Workers (The CREW) , Ojai, for employing rural teens and young adults to restore steelhead trout habitat \$35,000 Santa Barbara Audubon Society for the Snowy Plover Docent Program \$10,000 Roosevelt School , Salinas, for native plant restoration and watershed education \$6,627 Ecological Farming Association for the Farms and Fishes Bus Tour on the Central Coast \$3,867 Sustainable Fishery Advocates for a seafood sustainability education campaign in the San Francisco Bay Area \$10,000 Watsonville Wetlands Watch for a wetlands stewardship program for Pajaro Valley students \$9,380

Fiscal Year	Targeted Grants	Competitive Grants
2003/2004 (continued)		<p>Coyote Point Museum for Environmental Education, San Mateo, for the “Sounds of the Sea” traveling exhibit and a coastal discovery room \$25,000</p> <p>Golden Gate Audubon Society for the Inner-City Marine Ecology Project for Families in East Oakland \$10,000</p> <p>Lawrence Hall of Science, Berkeley, for a program on marine invasive species \$39,350</p> <p>Aquatic Outreach Institute, Richmond, for the Bayshore Stewardship Program \$9,884</p> <p>Marin Conservation Corps for “Youth Service for Our Oceans” \$10,000</p> <p>Point Reyes National Seashore Association for a snowy plover docent program \$10,000</p> <p>YMCA Point Bonita for the Kids-to-Coast Project \$10,000</p> <p>Circuit Rider Productions, Sonoma County, for the Youth Education and Restoration Project \$35,000</p> <p>Arena Union Elementary School District for “Clean Waves, Clean South Mendocino Beaches” \$10,000</p> <p>Redwood Community Action Agency for water quality monitoring and education \$26,740</p> <p>California State Parks, Mendocino District for a teacher’s guide to the ecology of Mendocino tidepools \$12,900</p>

Fiscal Year	Targeted Grants	Competitive Grants
<p>2004/2005</p> <p>\$789,000</p> <p>Total</p> <p>Funds avail. for targeted grants: \$306,500</p> <p>Funds avail. for competitive grants: \$482,500</p> <p>Requests received: 157 totaling \$3,027,308</p>	<p>Foundation of CA State University Monterey Bay for Camp SEA Lab \$60,000</p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$88,500</p> <p>Heal the Bay Adopt-A-Beach Program \$30,000</p> <p>I Love A Clean San Diego Adopt-A-Beach Program \$27,000</p> <p>Tides Center for School-Based Marine Education Program \$81,700</p> <p>Beach Wheelchair Purchases \$9,300</p> <p>California Environmental Education Interagency Network for the Environmentality Project \$4,000</p> <p>Watts Garden Club for coastal road trips \$6,000</p>	<p>American Lung Association of San Diego and Imperial Counties for the "Hold Onto Your Butts!" Campaign \$10,000</p> <p>ECO-LIFE Foundation for the San Diego Bay Watershed Stewards program \$21,800</p> <p>Pro Peninsula for an educational program about the endangered green sea turtles of South San Diego Bay \$10,000</p> <p>Bolsa Chica Conservancy for habitat restoration and education at the Bolsa Chica Ecological Reserve \$35,000</p> <p>Glendale Public Library for a dramatic arts project by teens about the ocean and coastal awareness \$14,580</p> <p>Santa Monica Mountains Natural History Association for improvements and bilingual education at Point Dume, Malibu \$9,999</p> <p>STAR, Inc. for the Watershed and Marine Education Outreach Program in Los Angeles \$29,709</p> <p>Channel Islands Harbor Foundation for improvements to the marine science laboratory aboard the Tall Ship <i>SSV Tole Mour</i> \$10,448</p> <p>Santa Barbara Museum of Natural History for education programs at the Ty Warner Sea Center at Stearns Wharf \$10,000</p> <p>UC Cooperative Extension, Santa Barbara County for developing the <i>Los</i> <i>Pescadores/Agua Pura</i> curriculum \$35,000</p> <p>Camp Ocean Pines for a marine science environmental education camp in Cambria \$10,845</p> <p>Sierra Middle School, Bakersfield to study marine life and raise awareness about ocean protection \$4,600</p> <p>Defenders of Wildlife for a sea otter protection program on the Central Coast \$10,000</p> <p>Moss Landing Marine Laboratories for the Seal Lion Steward Marine Education Program \$9,992</p> <p>Return of the Natives for habitat restoration at Carmel River Lagoon \$35,000</p> <p>Santa Cruz County Resource Conservation District for developing the <i>Watershed Cruzin'</i> activity guide for grades 4-12 \$35,000</p> <p>Pescadero Elementary and Middle Schools for adopting nearby Pescadero Marsh \$7,000</p> <p>California State Parks Foundation/Bay Youth for the Environment for community wetland restoration at Candlestick Point \$10,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
2004/2005 (continued)		<p>San Joaquin Outdoor School to support equipment purchases for coastal and marsh studies in San Mateo County \$9,998</p> <p>Golden Gate Audubon Society for the Eco-Oakland Environmental Education Program for students and families in East Oakland \$10,000</p> <p>KIDS for the BAY for the Coastal Watershed Action Program for 40 classes in Alameda and Contra Costa counties \$40,000</p> <p>Save the Bay for watershed education, canoe trips, and wetland restoration for middle and high school students \$10,000</p> <p>Oikonos – Ecosystem Knowledge for the Adopt-A-Seabird program \$7,000</p> <p>Environmental Education Council of Marin for teen reporters to produce news stories on current issues in coastal ecology \$20,000</p> <p>Headlands Institute for hosting youth and teachers from Fresno County \$25,000</p> <p>The Marine Mammal Center for the career-oriented Marine Science Discovery Program for Bay Area high school students \$10,000</p> <p>Friends of the Dunes for the “Share the Beach” Campaign to protect the threatened Western Snowy Plover at Humboldt County beaches \$9,949</p> <p>Algalita Marine Research Foundation for creating and distributing a video/DVD about plastic debris to 1,000 schools in California \$11,580</p> <p>Wyland Foundation for building an educational, interactive maze about water pollution for the Ocean Challenge 2005 Tour \$20,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
<p>2005/2006 \$778,000 Total</p> <p>Funds avail. for targeted grants: \$393,000</p> <p>Funds avail. for competitive grants: \$385,000</p> <p>Requests received: 120 totaling \$2,567,248</p>	<p>Foundation of CA State University Monterey Bay for Camp SEA Lab \$60,000</p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$88,500</p> <p>Heal the Bay Adopt-A-Beach Program \$30,000</p> <p>I Love A Clean San Diego Adopt-A-Beach Program \$25,000</p> <p>Tides Center for School-Based Marine Education Program \$80,000</p> <p>Tides Center for Community-Based Wetland Restoration and Education \$79,800</p> <p>Beach Wheelchair Purchases \$9,700</p> <p>Watsonville Wetlands Watch for the Wetlands Education Resource Center \$20,000</p>	<p>Aquatic Adventures, San Diego, for the S.E.A. Series Program \$9,500</p> <p>Birch Aquarium, San Diego, for second-graders and their teachers to learn about and visit sandy beach ecosystems \$30,000</p> <p>Lakeside's River Park Conservancy for a community project cleaning up the San Diego River both inland and at its mouth at Ocean Beach \$8,895</p> <p>San Diego Coastkeeper for the Project SWELL water education curriculum \$13,500</p> <p>Sierra Club Foundation for Inner City Outings for Garden Grove teens \$6,530</p> <p>Algalita Marine Research Foundation for the "Plastics are Forever" program for Environmental Charter High School students in Lawndale, Los Angeles Co \$26,060</p> <p>Animo Leadership High School for students to conduct bilingual community outreach about safe seafood consumption in Lennox, Hawthorne and Inglewood \$9,990</p> <p>Bell Gardens High School for students to visit and report on Newport Back Bay and make presentations to elementary students \$3,425</p> <p>Downtown Magnets High School, Los Angeles, for a Los Angeles watershed analysis project \$6,703</p> <p>Santa Monica Baykeeper to train citizens on enforcing the Clean Water Act \$25,000</p> <p>Wishtoyo Foundation in Ventura County for the Ormond Beach Wetlands Restoration and Education Project \$9,800</p> <p>Santa Barbara Channelkeeper for inland middle school students to grow eelgrass in the classroom to be used in a restoration program \$9,900</p> <p>Pacific Cetacean Group for students in San Benito, Monterey, and San Cruz counties to learn about whale and dolphin communication and imitate their callings through percussion \$6,700</p>

Fiscal Year	Targeted Grants	Competitive Grants
2005/2006 (continued)		<p>Return of the Natives for habitat restoration and debris removal in creeks in the City of Salinas \$40,535</p> <p>Coyote Point Museum for Environmental Education, San Mateo, for stewardship programs and bilingual hikes at Shoreline Parks \$26,000</p> <p>Farallones Marine Sanctuary Association, San Francisco for the Sanctuary Explorers Camp \$9,230</p> <p>SF Unified School District's Environmental Science Center for the "Conservation Connection" project \$17,540</p> <p>Youth Employment Partnership, Inc. for coastal, marine, and waterway education and cleanups within the Team Oakland Environmental Education Program \$13,550</p> <p>YMCA Point Bonita for the Kids-to-Coast Project \$10,000</p> <p>Yolo County Office of Education "From Creek to Sea" focusing on the local creek, the Bay/Delta, the ocean, and migrating salmon \$9,987</p> <p>CoastWalk, Sonoma County, for linking the CoasTrek hiking and leadership training program for teens with the Adopt-A-Beach program \$17,340</p> <p>Ocean Discovery!, Sonoma County, for a northern California student symposium on the health of our oceans \$25,315</p> <p>Rural California Broadcasting Corp. for preparing a television documentary on saving the Marin and Sonoma coasts for open space and agriculture \$7,500</p> <p>California State Parks, Mendocino District for equipment to allow visitors live video viewing of MacKerricher Underwater Park \$22,000</p> <p>Manila Community Services District for an native coastal dune plant interpretive garden on the Samoa Peninsula in Humboldt County \$10,000</p> <p>Mattole Restoration Council in rural Humboldt County for a hands-on environmental education program focusing on salmon \$10,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
<p>2006/2007</p> <p>\$708,000 Total</p> <p>Funds avail. for targeted grants: \$245,240</p> <p>Funds avail. for competitive grants: \$462,760</p> <p>Requests received: 122 totaling \$2,753,272</p>	<p>Foundation of CA State University Monterey Bay for Camp SEA Lab \$60,000</p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$107,740</p> <p>Heal the Bay Adopt-A-Beach Program \$30,000</p> <p>Tides Center for School-Based Marine Education Program \$35,500</p> <p>San Francisco Ocean Film Festival for the 2007 Film Festival \$10,000</p> <p>California Environmental Education Interagency Network for the Environmentality Project \$2,000</p>	<p>Batiquitos Lagoon Foundation for a day at the coast for desert kids \$9,000</p> <p>Pro Peninsula for an educational program about the endangered green sea turtles of South San Diego Bay \$17,240</p> <p>WILDCOAST for the "Defiende el Mar" ("Defend the Sea") campaign \$11,200</p> <p>Ocean Institute for the LegaSea Project providing marine education to senior citizens in southern California \$9,700</p> <p>Orange County Coastkeeper for the WHALES Program for high school students in Riverside and inland Orange Counties \$14,500</p> <p>Aquarium of the Pacific for a short film about scientific and conservation issues associated with beaches and waves \$15,000</p> <p>Bell Gardens High School for students to study and report on Newport Back Bay and make presentations to elementary students \$9,990</p> <p>Children's Nature Institute for the Coastal Discovery Project for Los Angeles County children and families \$8,824</p> <p>Los Serenos de Point Vicente for the Whale of a World program for students from underserved schools in Los Angeles County \$9,940</p> <p>La Conchita Community Organization for a community beach project \$5,177</p> <p>Art From Scrap, Santa Barbara, for the "Flows to the Ocean" project \$8,450</p> <p>Cleveland Elementary School, Santa Barbara, for stream studies by the Channel Island Explorers Club \$3,200</p> <p>Santa Barbara Museum of Natural History for the Channel WATCH program for students from Santa Barbara and Ventura counties \$9,950</p> <p>Aquarius Aquarium Institute, Fresno, for the "Ocean Connection" program for students living near the San Joaquin River in Fresno and Madera counties \$11,654</p> <p>California Institute for Biodiversity for the Coast Alive! Monterey Bay Institute for high school teachers \$10,000</p> <p>Monterey Bay Aquarium Foundation for the "WATCH" habitat conservation program for Watsonville area teens \$25,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
2006/2007 (continued)		<p>Save Our Shores for improving the Adopt-A-Beach program in Santa Cruz County \$12,000</p> <p>Watsonville Charter School of the Arts for an outdoor watershed science lab \$21,160</p> <p>Gilroy High School for an ocean stewardship research and film festival project \$14,071</p> <p>City of Oakland, Office of Parks and Recreation for the Sailing into Science Program at Lake Merritt \$9,900</p> <p>Save the Bay of Oakland for the “Keep it Clean!” pollution prevention outreach campaign \$27,000</p> <p>The Watershed Project of Richmond for the Kids in Marshes program \$36,652</p> <p>Richardson Bay Audubon Center in Tiburon for the Bay Science and Stewardship Program for underserved Marin County youth \$10,825</p> <p>Salmon Creek Middle School in Occidental for a stormwater management study and implementation project for the school campus \$36,374</p> <p>Mendocino Land Trust for abalone diver outreach and education \$9,999</p> <p>Friends of the Dunes for improving different school education programs \$9,940</p> <p>Karuk Tribe of California for the “Journey to the Sea” salmon education program \$9,997</p> <p>Etna Union Elementary School District, Siskiyou County, for the “Crest to Coast” marine education and habitat restoration project \$9,950</p> <p>Tolowa Dunes Stewards for restoration, education, and monitoring projects in the area of Tolowa Dunes State Park, Lake Earl, and Point George \$48,850</p> <p>Algalita Marine Research Foundation for translating educational materials about plastic marine debris into Spanish \$12,217</p> <p>Rio Films for producing a documentary entitled “Channel Islands—A California Adventure” \$15,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
<p>2007/2008</p> <p>\$711,000</p> <p>Total</p> <p>Funds avail. for targeted grants: \$346,810</p> <p>Funds avail. for competitive grants: \$364,190</p> <p>Requests received: 104 totaling \$2,328,012</p>	<p>Foundation of California State University Monterey Bay for Camp SEA Lab \$60,000</p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$98,500</p> <p>Heal the Bay Adopt-A-Beach Program \$30,000</p> <p>I Love A Clean San Diego Adopt-A-Beach Program \$22,500</p> <p>Tides Center for School-Based Marine Education Program \$56,000</p> <p>Tides Center for Community-Based Wetland Restoration and Education \$72,000</p> <p>Crystal Cove Alliance for Beach Wheelchair Purchases \$4,810</p> <p>San Francisco Ocean Film Festival for the 2008 Film Festival \$1,000</p> <p>California Environmental Education Interagency Network for the Environmentality Project \$2,000</p>	<p>ECO-LIFE Foundation, San Diego, for the Stream Team Stewards Project \$31,390</p> <p>Pacific Marine Mammal Center, Laguna Beach, for the Pinniped Pollution Project \$9,975</p> <p>Aquarium of the Pacific for an educational partnership with Cesar Chavez Elementary School in Long Beach \$30,000</p> <p>Compton Unified School District for Centennial High School students to start an ocean club and conduct marine science research on Catalina Island \$9,961</p> <p>Friends of Colorado Lagoon, Long Beach, for educational programs and service events for students and the general public \$14,000</p> <p>Malibu Foundation for Environmental Education for distributing an instructional DVD about marine debris \$25,000</p> <p>Natural History Museum of Los Angeles County for renovating its Marine Hall \$10,000</p> <p>Oceanographic Teaching Stations, Manhattan Beach, for marine science education field trips at the Roundhouse Aquarium \$8,000</p> <p>UC Cooperative Extension, Santa Barbara County, for statewide teacher trainings on the <i>Aqua Pura</i> salmon curriculum \$28,350</p> <p>Cal Poly San Luis Obispo for an evaluation of residential environmental education programs focusing on California's coast and ocean \$9,993</p> <p>Return of the Natives for habitat restoration at Fort Ord Dunes State Park in Monterey County \$25,559</p> <p>Save Our Shores for the Adopt-A-Beach program in Santa Cruz County \$15,000</p> <p>Seymour Marine Discovery Center at Long Marine Laboratory for a coastal watershed education program for Santa Cruz students \$24,074</p> <p>San Mateo County Resource Conservation District for workshops about the San Vicente Creek watershed \$10,614</p> <p>Marshall Elementary School PTA, San Francisco, for "Que Viva el Mar!" \$9,999</p> <p>SF Unified School District's Environmental Science Center for the "Conservation Connection" project \$16,087</p> <p>Golden Gate Audubon Society for the Eco-Oakland Environmental Education Program \$9,999</p> <p>EarthTeam Environmental Network for the Aqua Team program for Richmond teens \$22,144</p>

Fiscal Year	Targeted Grants	Competitive Grants
2007/2008 (continued)		<p>Fort Ross Elementary School District, Sonoma County, for new marine education programs \$9,510</p> <p>PRBO Conservation Science, Petaluma, for printing a pocket guide to coastal birds of California \$10,000</p> <p>City of Arcata Environmental Services Dept. for a youth project creating murals illustrating the importance of preventing storm drain pollution \$9,975</p> <p>Humboldt State University for education in the community of Trinidad about the California Coastal National Monument \$11,560</p> <p>American Cetacean Society for an international conference in Monterey about whales \$13,000</p>

Fiscal Year	Targeted Grants	Competitive Grants
2008/2009 \$743,000 Total	Foundation of California State University Monterey Bay for Camp SEA Lab \$60,000	<i>Competitive grants to be approved by Commissioners in March 2009</i>
Funds avail. for targeted grants: \$337,000	Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$86,900 Heal the Bay Adopt-A-Beach Program \$30,000	
Funds avail. for competitive grants: \$406,000	I Love A Clean San Diego Adopt-A-Beach Program \$26,100 Tides Center for School-Based Marine Education Program \$62,000	
Requests received: 158 totaling \$3,591,045	Tides Center for Community-Based Wetland Restoration and Education \$45,000 California Environmental Education Interagency Network for the Environmentality Project \$2,000	
	<i>Use of \$25,000 reserve to be approved by Commissioners by June 2009</i>	